

## ABSTRACT

A system for authenticating the location of a client system accessing a web server system associated with a physical entity includes a location beacon adjacent to the physical entity. The location beacon transmits a first beacon signal containing a web address of the web server system and a token that expires within a predetermined time period. A beacon receiver in the client system receives the first beacon signal, and sends a first request having the token and a key generated by a random number generator in the client system to the web server system. A location authentication module in the web server system retrieves the key from the first request if the token has not expired. A location authentication beacon adjacent to the physical entity transmits a second beacon signal containing the web address and a customized token encrypted using the key. The beacon receiver receives the second beacon signal and uses the key to decrypt the customized token. A web browser in the client system sends a second request having the web address and the customized token to the web server system if the beacon receiver can decrypt the customized token with the key. A method of authenticating locations of clients accessing a web server system is also described.